

Appln. No.: 09/783,899  
Amendment Dated: August 5, 2004  
Reply to Office Action of: May 5, 2004

MTS-3244US

**Amendments to the Drawings:**

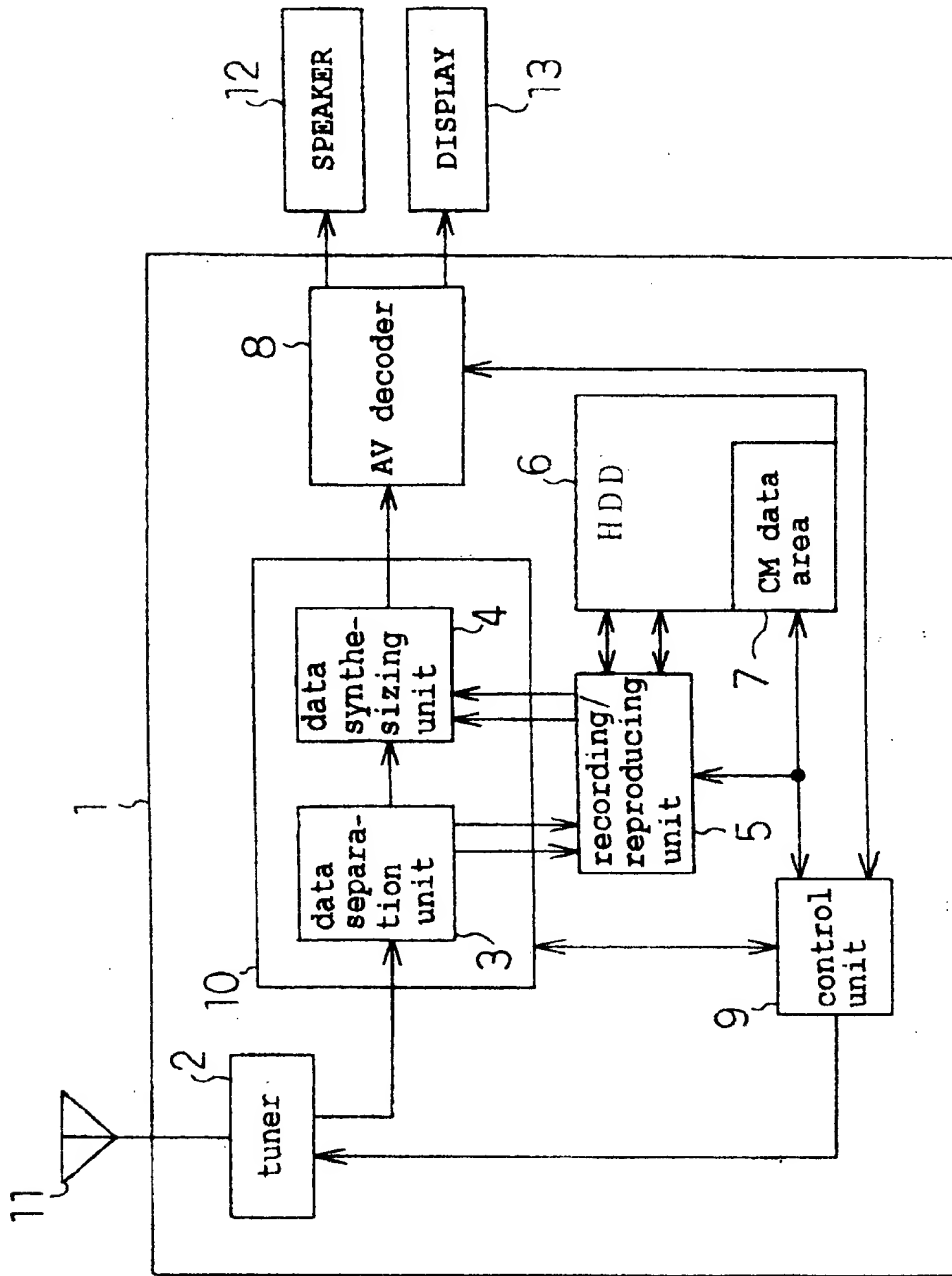
The attached sheets of drawings are formal drawings, as requested.

Attachment



Inventor: Shouichi Gotoh, et al.  
ADVERTISEMENT DATA SUPPLYING METHOD,  
ADVERTISEMENT DATA REPRODUCING APPARATUS, ET AL.  
Atty. Docket No. MTS-3244US; Customer No. 23122

Fig. 1





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ADVERTISEMENT DATA SUPPLYING METHOD,  
ADVERTISEMENT DATA REPRODUCING APPARATUS, ET AL.  
Atty. Docket No. MTS-3244US; Customer No. 23122

Fig. 2(a)

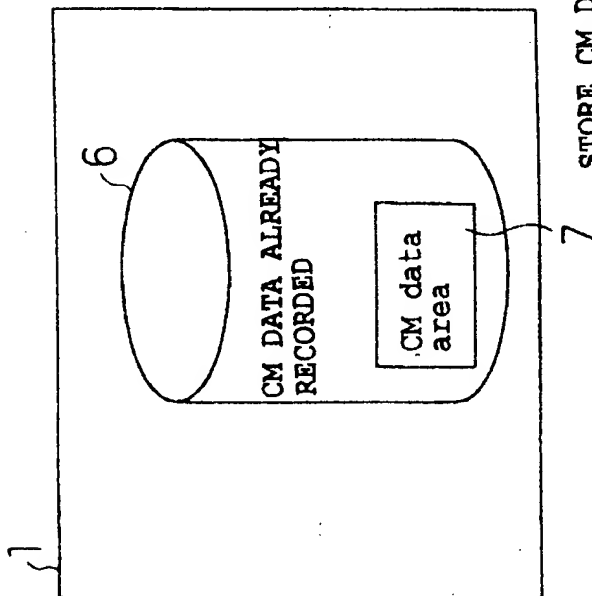


Fig. 2(b)

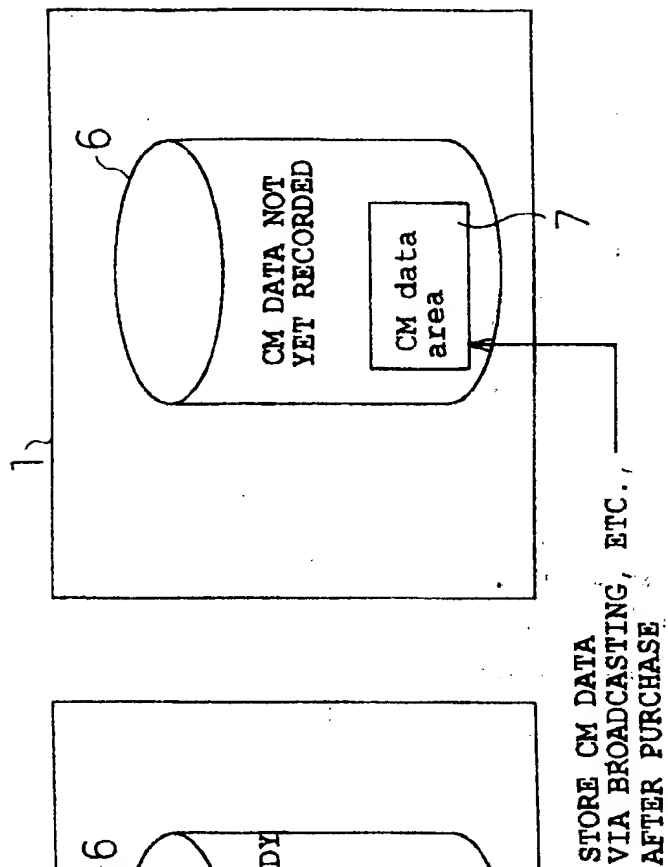


Fig. 3

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 ADVERTISEMENT DATA SUPPLYING METHOD,  
 ADVERTISEMENT DATA REPRODUCING APPARATUS, ET AL.  
 Atty. Docket No. MTS-3244US; Customer No. 23122

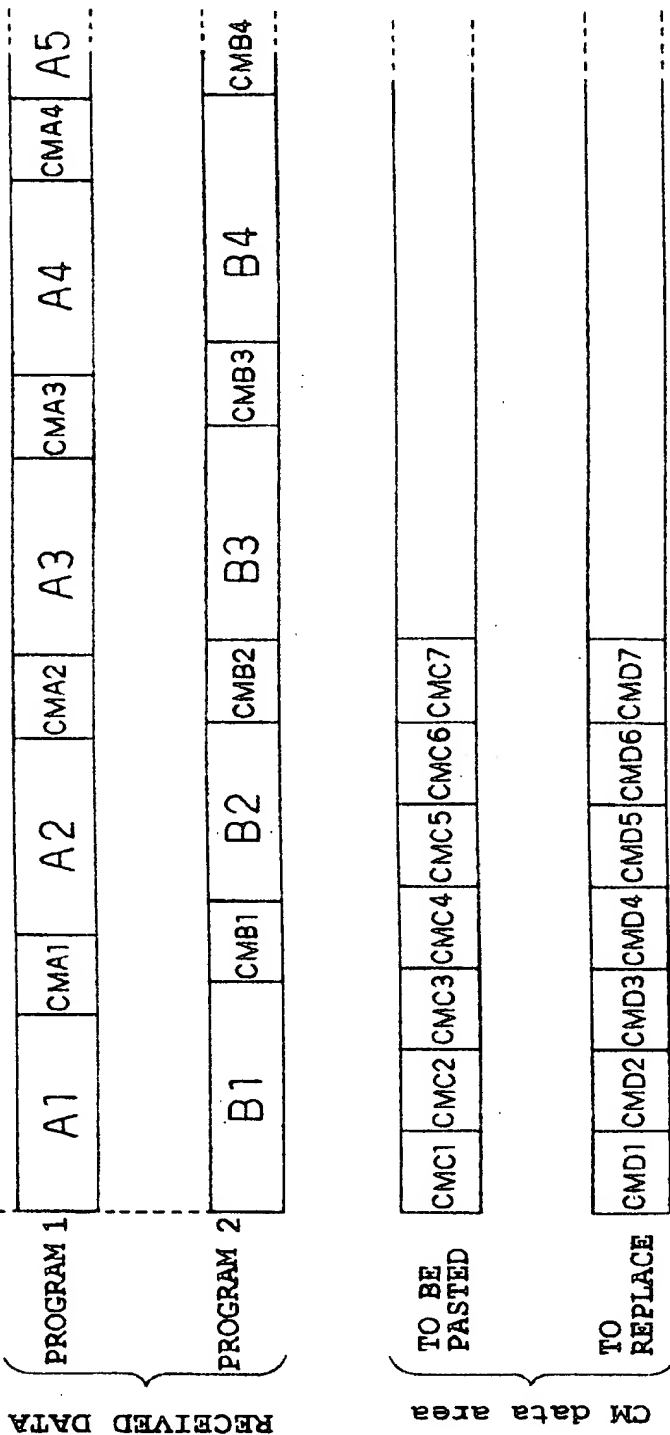
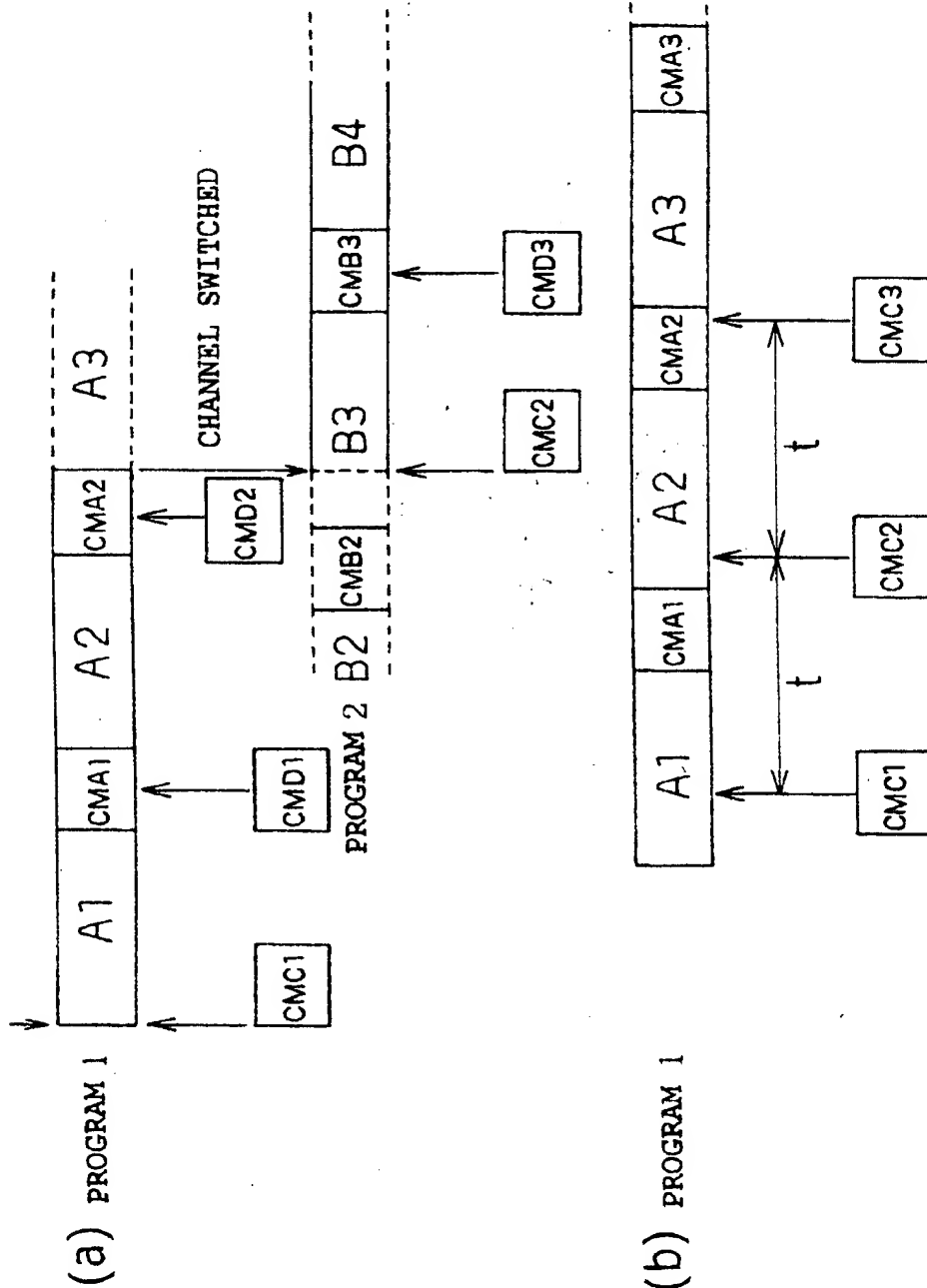




Fig. 4

TV SET TURNED ON





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F i g . 5

MONITOR

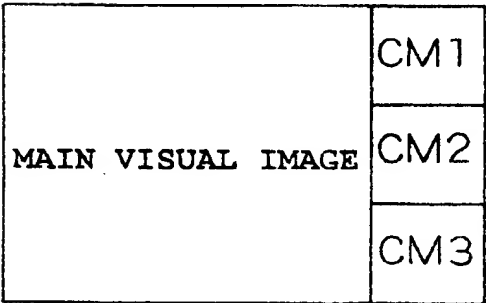


Fig. 6

HDD STORAGE DATA PROGRAM DATA

A1	A2	A3	CMA1	A4	A5
----	----	----	------	----	----

TO BE PASTED

CM DATA

CMC1	CMC2	CMC3	CMC4	CMC5	CMC6	CMC7
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TO REPLACE OR TO BE INSERTED

CMD1	CMD2	CMD3	CMD4	CMD5	CMD6
------	------	------	------	------	------



Fig. 7

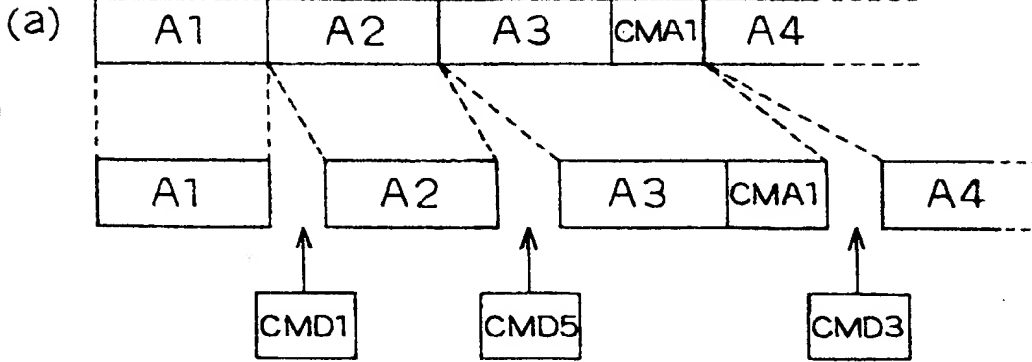
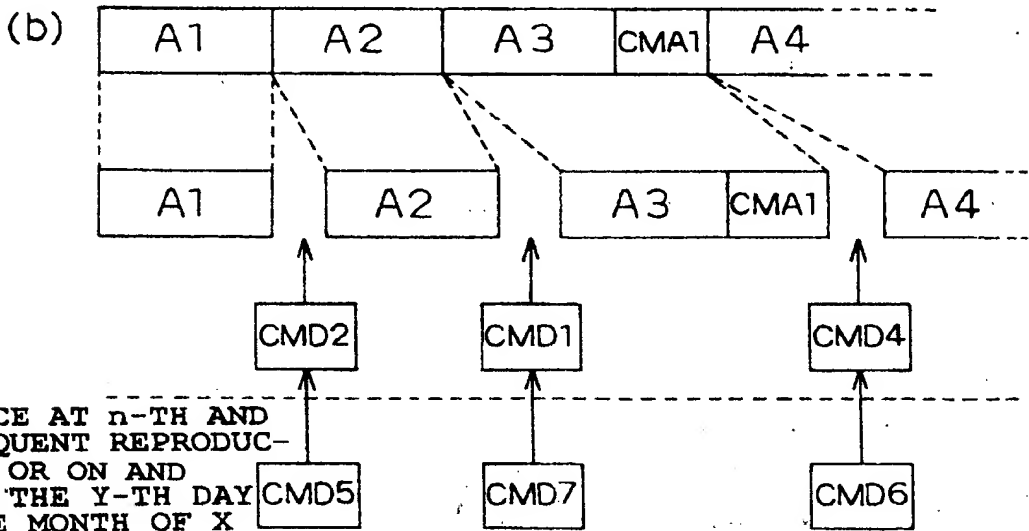


Fig. 7



REPLACE AT n-TH AND  
 SUBSEQUENT REPRODUC-  
 TIONS OR ON AND  
 AFTER THE Y-TH DAY  
 IN THE MONTH OF X

Fig. 7

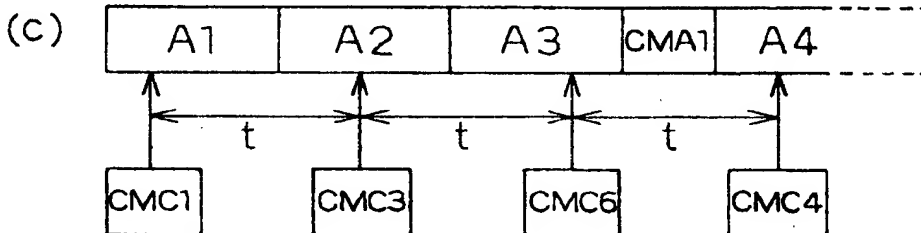
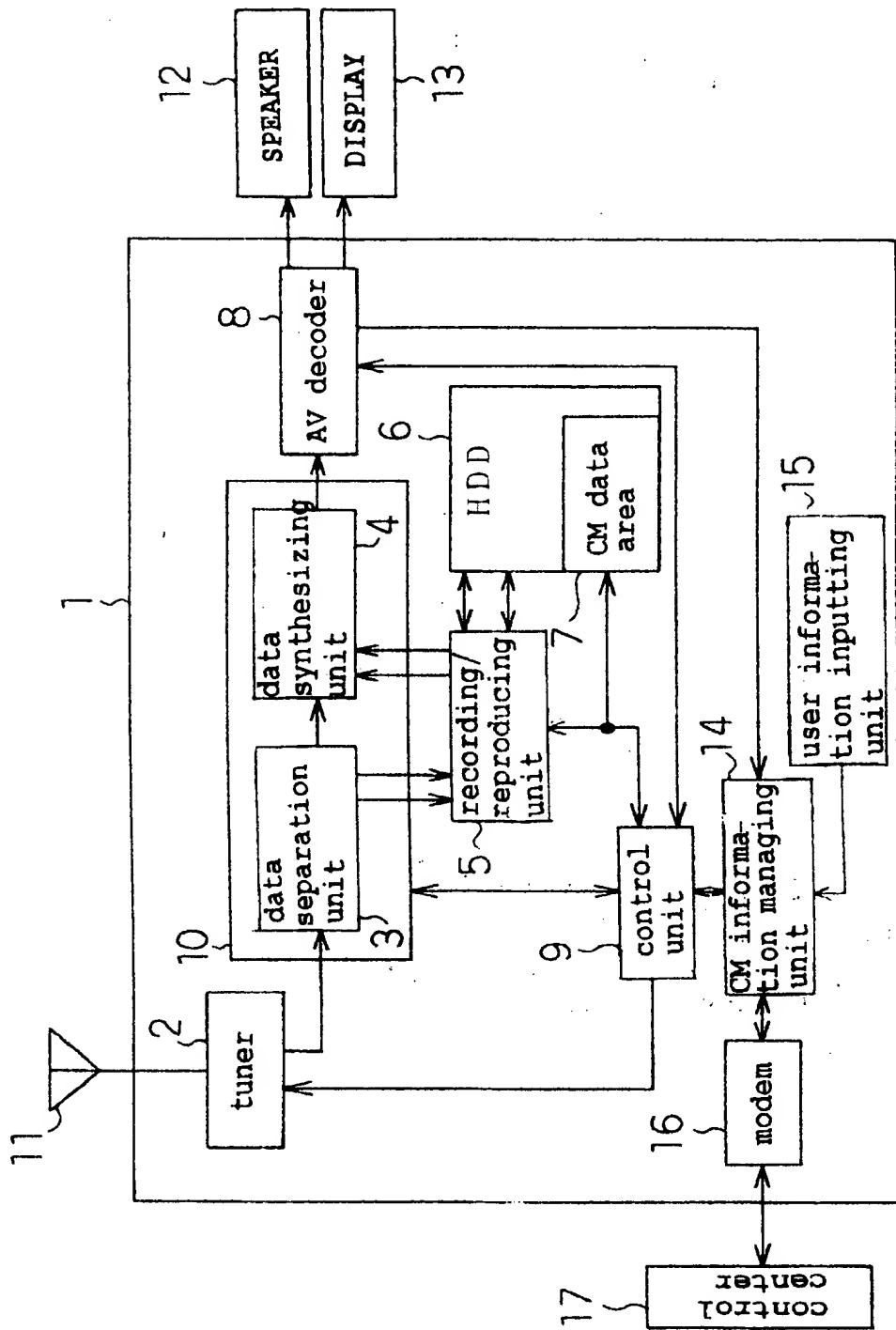






Fig. 8





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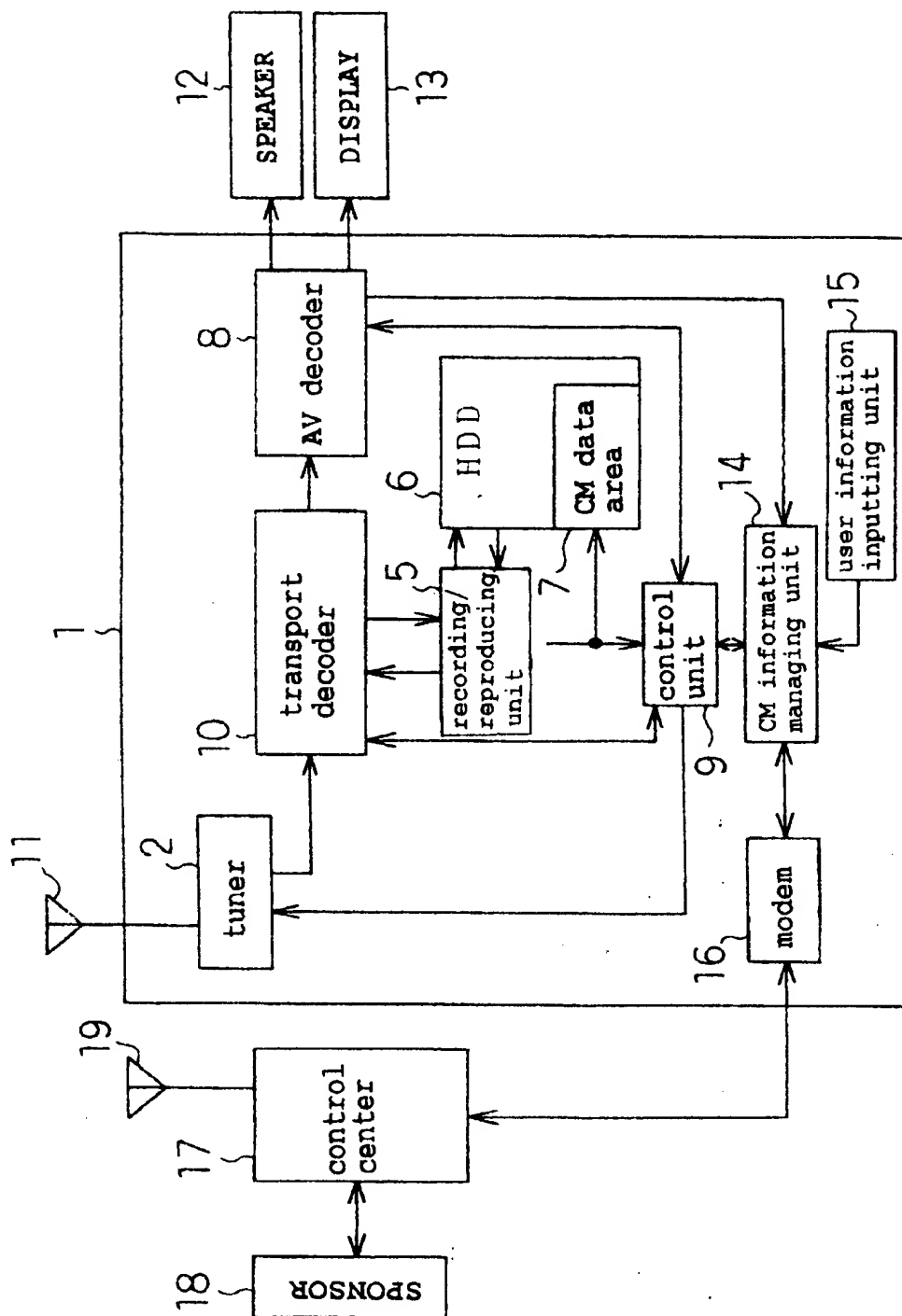


Fig. 9